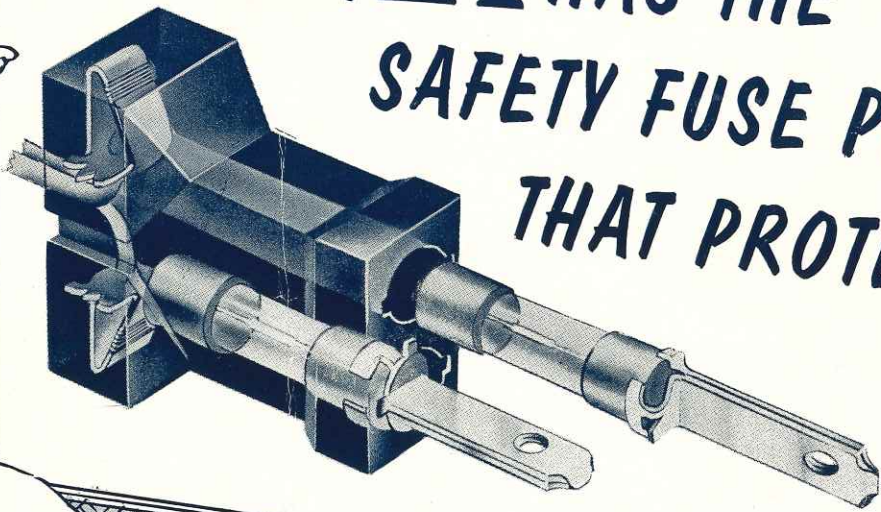


NOMA HAS THE SAFETY FUSE PLUG THAT PROTECTS!



THE GREATEST SAFETY FEATURE
IN CHRISTMAS LIGHTS!

NOMA
*The Greatest Name
in Christmas Lights*

ADVERTISED IN
LIFE

TO BRING
CUSTOMERS
INTO
YOUR STORE

RETURN TO
DESIGN DIV.

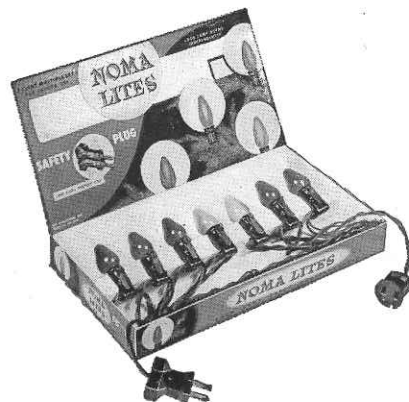
To:

U. S. Patent Office

MAR 5 1957

Design Division

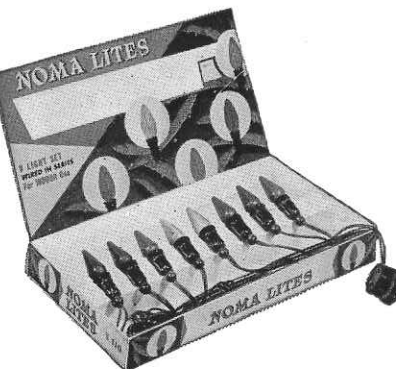
Series & Multiple Indoor Sets



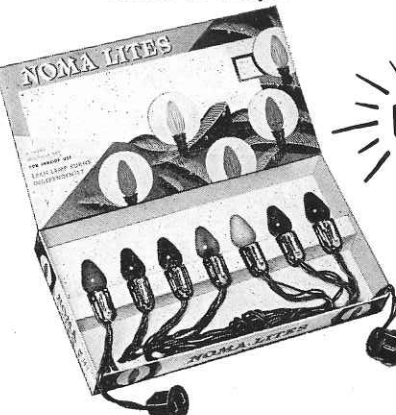
- No. 3010 SF — 7 light multiple indoor outfit with safety sockets and safety fuse plug. C7 1/2 lamps.
No. 3415 SF — Same as above except 15 light multiple indoor outfit.
No. 3010 — Same as 3010 SF without safety fuse plug.
No. 3415 — Same as 3415 SF without safety fuse plug.



- No. 3410 — 10 light "Big 10" set, C7 1/2 lamps, safety socket with clips, add-on plug, add-on connector.



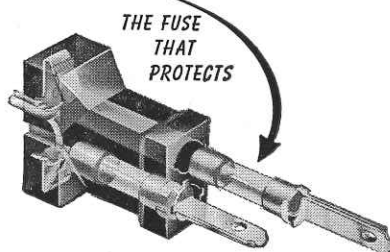
- No. 110 — 8 light series indoor outfit, C6 lamps.



- No. 3411 — 7 light multiple type indoor set, C7 1/2 lamps. Vari-colored sockets with clips, add-on plug, add-on connector.



- No. 3402 SF — 7 light multiple burning indoor or outdoor Ad-A-Lite outfit with safety fuse plug. C7 1/2 lamps.
No. 3403 SF — 15 light multiple burning indoor or outdoor Ad-A-Lite outfit with safety fuse plug. C7 1/2 lamps.

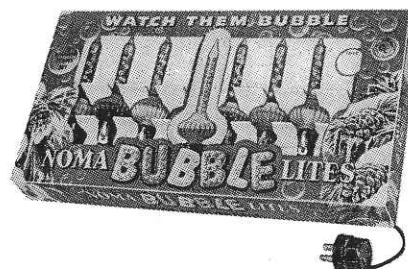


SAFETY FUSE PLUG

The Noma Safety Fuse Plug is the greatest safety development in Christmas lighting since the incandescent lamp replaced the wax candle. Now it is impossible to overload the line! No more troublesome trips to the fuse box!



- No. 404 — Glass cartridge fuse for Christmas Set safety plug. 1/4" x 1". 125 volt, 5 amps. 4 to box, standard package 50 boxes. Weight 2 lbs.

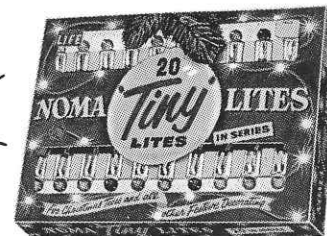


- No. 508 — 8 light Bubble-Lite series indoor set. Installed 15 volt lamps.

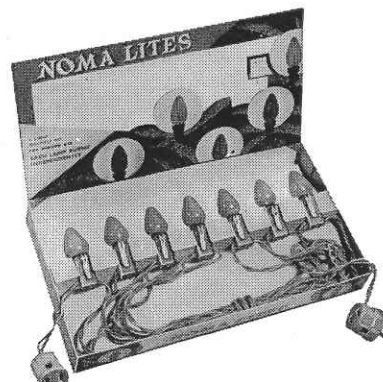
- No. 3507 SF — 7 light multiple type Bubble-Lite indoor outfit with safety fuse plug. Installed 120 volt lamps.



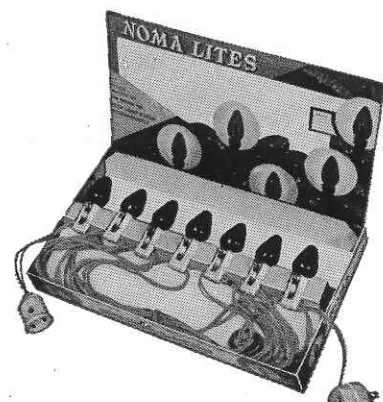
- No. 3425 SF — 25 light multiple indoor outfit with safety sockets and safety fuse plug. C7 1/2 lamps.
No. 3420 SF — Same as above except 20 light multiple indoor outfit.
No. 3425 — Same as 3425 SF without safety fuse plug.
No. 3420 — Same as 3420 SF without safety fuse plug.



- No. 3118 — 20 light "Tiny" lites set, G3 1/2 series type lamp, continuous burning feature, white wire and sockets with clips, add-on plug.



- No. 3401 — 7 light multiple type indoor set, C7 1/2 Pink lamps, Pink cord, Pink safety sockets, Clips.

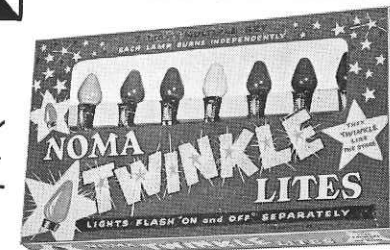


- No. 3404 — 7 light multiple type indoor set, C7 1/2 Blue lamps, White cord, White safety sockets, Clips.

Noma Specialty Sets



- No. 3016 — 15 light multiple type outdoor "Twinkle" set, independently twinkling GE D27 lamps, safety sockets with clips, 3 ft. lead with add-on plug and connector.
No. 3000 — 7 light multiple type outdoor "Twinkle" set, independently twinkling GE D27 lamps, safety sockets with clips, 3 ft. lead with add-on plug and connector.

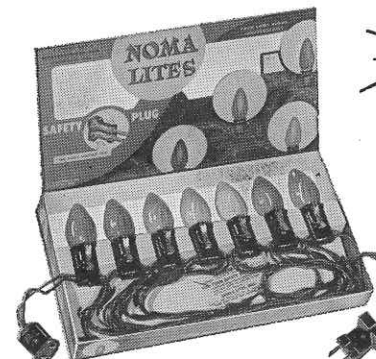


- No. 3405 — 7 light multiple type "twinkle" outfit, Westinghouse FL7 1/2 lamps.
No. 3418 — 15 light multiple type "twinkle" outfit, Westinghouse FL7 1/2 lamps.



- No. 3120 — 20 light "Twinkle" lite set, D25 miniature base lamps. Transformer with 2 extra fuses, 2 replacement lamps.
No. 3119 — Same as 3120 except with clear type D25 lamps.
No. 3122 — 20 light "Twinkle" lite set, D25 miniature base lamps, weatherproof transformer, attached socket clips, 2 extra lamps, add-on plug.

Outdoor Sets



- No. 3005 SF — 7 light multiple outdoor outfit with safety sockets and safety fuse plug. C9 1/2 intermediate base lamps.
No. 3215 SF — Same as above except 15 light multiple outdoor outfit.



- No. 3011 — 10 light "Big 10" set, 9 1/2 lamps, safety socket, clips, add-on connector. Uniform spacing between lamps regardless of number of "Big 10" sets used.



- No. 3012 — 12 light Door-N-Window set. Independently burning C9 1/2 lamps, safety sockets, clips, add-on plug, tri-plug, add-on connector.



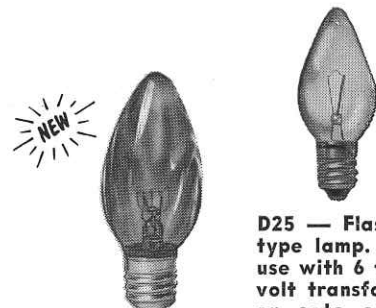
- No. 3020 SF — 20 light multiple outdoor outfit with safety sockets and safety fuse plug. C9 1/2 intermediate base lamps.

- No. 3025 SF — Same as above except 25 light multiple outdoor outfit.

Replacement Lamps



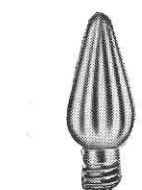
- No. 240 — Noma Lamp Merchandiser Unit. Contents: 100 C6 lamps, 100 C7 1/2 lamps, 40 C9 1/2 lamps, self-contained merchandising unit for store or counter use.



- D27 — 120V intermediate base outdoor flasher lamp.



- G3 1/2 — 6 to 8 volt series type miniature base ball shaped.



- C6 lamps. 15 volt series miniature base.



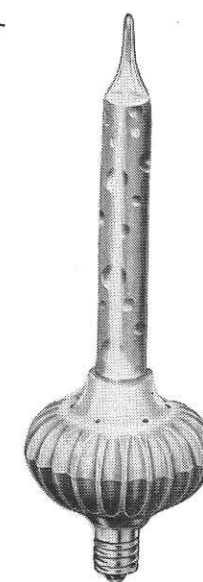
- C7 1/2 lamps. 120 volt multiple candleabra base.



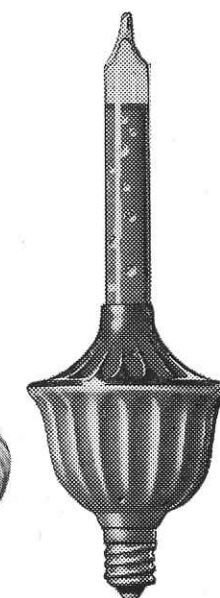
- FL7 1/2 Westinghouse 120V. multiple type flasher lamp. Candleabra base.



- C9 1/2 lamps. 120 volt multiple intermediate base.



- No. 420 — Bubble-Lite lamp. Installed 15 volt series miniature base.



- No. 520 — Multiple type Bubble-Lite lamp. 120V candleabra base.

NEW



No. 569

Noma "All-Purpose" Christmas Trees

No. 570 — 16½" Green 9 lite Christmas tree. Tree-top star, plastic base. Interchangeable lamp feature. C6 lamps.

No. 571 — Same as No. 570 except white.

No. 572 — 28" Green 17 lite Christmas tree. Tree-top star, plastic base. Interchangeable lamp feature. C6 lamps.

No. 573 — Same as No. 572 except white.

No. 574 — 35" Green 21 lite Christmas tree. Tree-top star, plastic base. Interchangeable lamp feature. C6 lamps.

No. 575 — Same as No. 574 except white.

No. 569 — 35" Green 21 "Twinkle" lite Christmas tree, D25 flasher type miniature base lamps with transformer, add-on plug.

No. 580 — 9 lite Green Bubble-Lite tree. 18" high. 15V. Bubble-Lite lamps. Plastic base. Interchangeable lamp feature.

No. 581 — Same as No. 580 except white.

No. 582 — 17 lite Green Bubble-Lite tree. 29½" high. 15V. Bubble-Lite lamps. Plastic base. Interchangeable lamp feature.

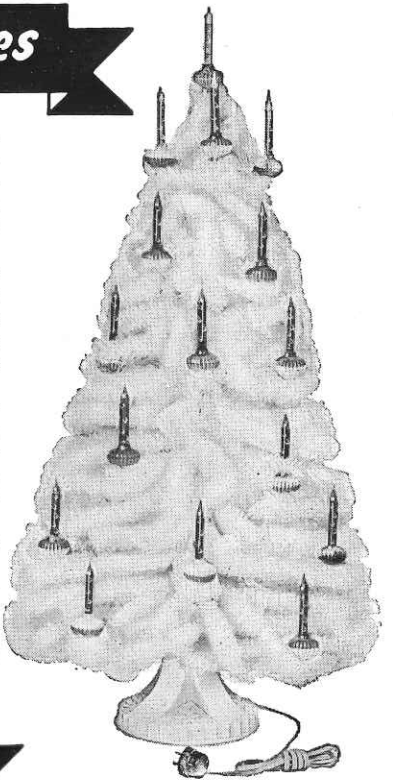
No. 583 — Same as No. 582 except white.

No. 584 — 21 lite Green Bubble-Lite tree. 36½" high. 15V. Bubble-Lite lamps. Plastic base. Interchangeable lamp feature.

No. 585 — Same as No. 584 except white.

No. 586 — 21 lite multiple type Green Bubble-Lite tree. 36½" high. 120V. Bubble-Lite lamps. Plastic base. Interchangeable lamp feature.

No. 587 — Same as No. 586 except white.

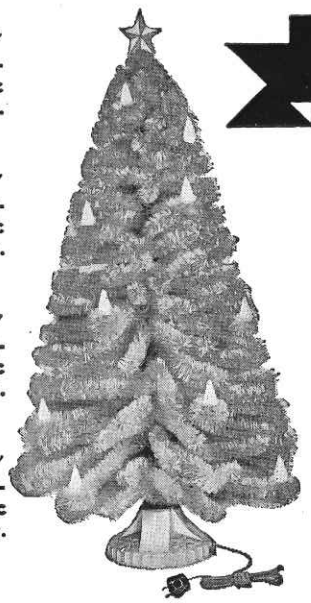


No. 576 — 16½" 9 light Pink Christmas tree. Plastic base. Tree-top star. Pink C6 lamps.

No. 577 — 28" 17 light Pink Christmas tree. Plastic base. Tree-top star. Pink C6 lamps.

No. 578 — 35" 21 light Pink Christmas tree. Plastic base. Tree-top star. Pink C6 lamps.

No. 579 — 28" 17 light Pink Christmas tree. Plastic base. Tree-top star. Pink C7½ lamps.



Noma Specialty Trees

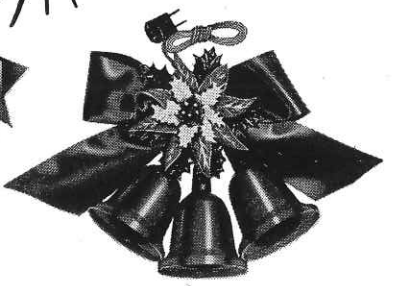
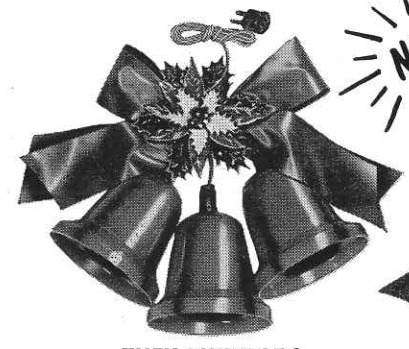
No. 558 — 28" 17 light Blue Christmas tree. Plastic base. Tree-top star. Blue C6 lamps.

No. 559 — 35" 21 light multiple type "Twinkle" lite Christmas tree. Westinghouse 120V candleabra base FL7½ "Twinkle" lamps.

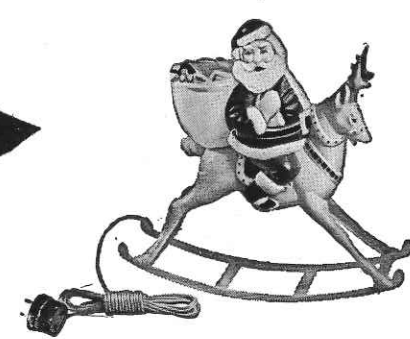


NEW

NEW



Illuminated Specialties

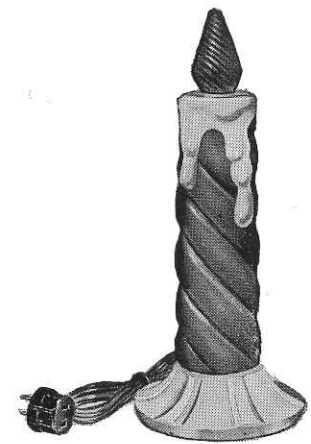


No. 723 — 10½" Illuminated Full Color Santa on Reindeer with Rocker. C7½ lamp.

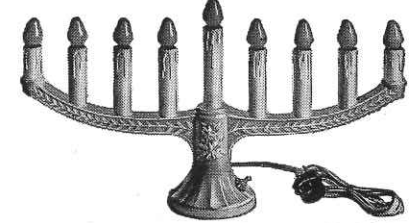


No. 1514 — Illuminated plastic musical church scene. Three Christmas trees on simulated sno-capped base. G14 lamp.

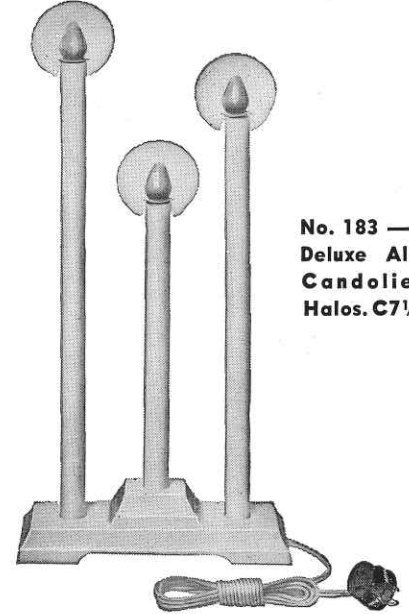
Candles & Candeliers



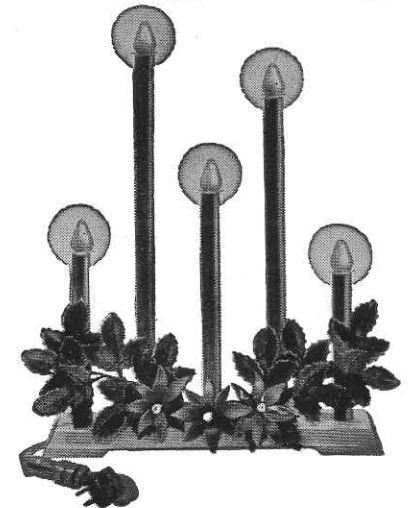
No. 141 — 12½" Red Rope Twist Translucent Plastic Candle. Two C7½ lamps.



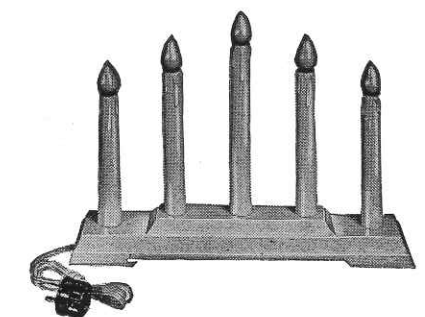
No. 204 — 9 Light Ivory Multiple Candelier. C7½ lamps.



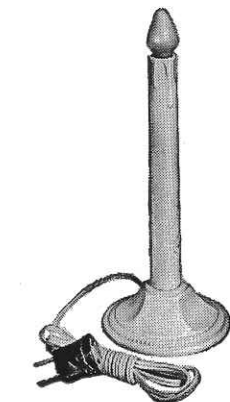
No. 183 — 3 Light Deluxe All-Plastic Candelier with Halos. C7½ lamps.



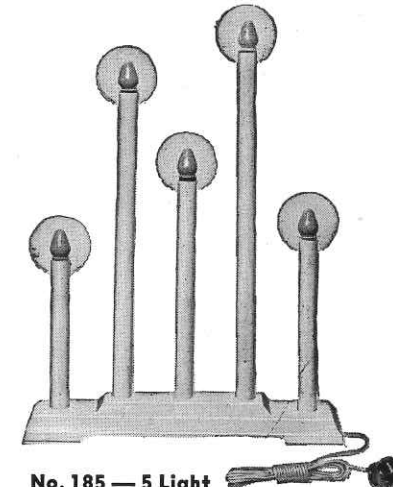
No. 184 — 5 Light Deluxe All-Plastic Red Candelier with Halos. Holly and poinsettia decoration. C7½ lamps.



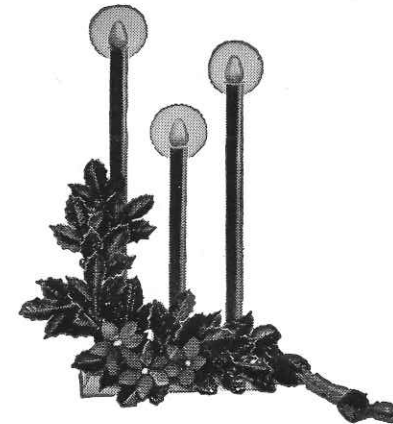
No. 155 — 5 Light Ivory Plastic Candelier. C7½ lamps.
No. 153 — 3 Light Ivory Plastic Candelier. C7½ lamps.



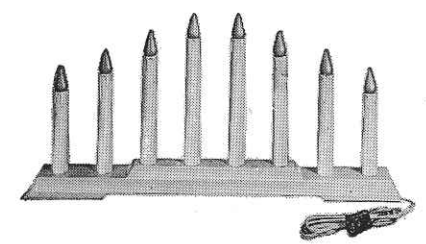
No. 151 — 10" Ivory All-Plastic Single Candle. C7½ lamp.



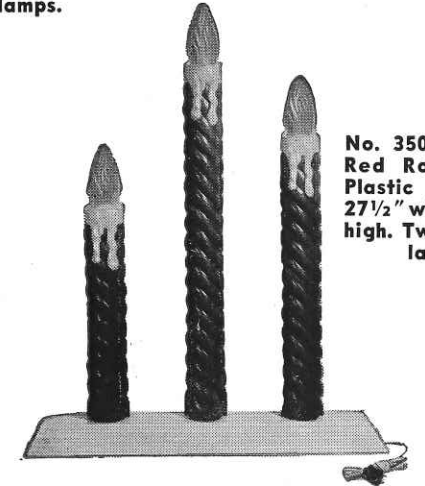
No. 185 — 5 Light De Luxe All Plastic Candelier with Halos. C7½ lamps.



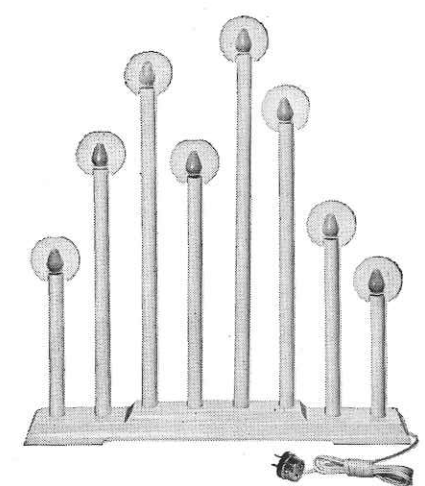
No. 182 — 3 Light Deluxe All-Plastic Red Candelier with Halos. Holly and poinsettia decoration. C7½ lamps.



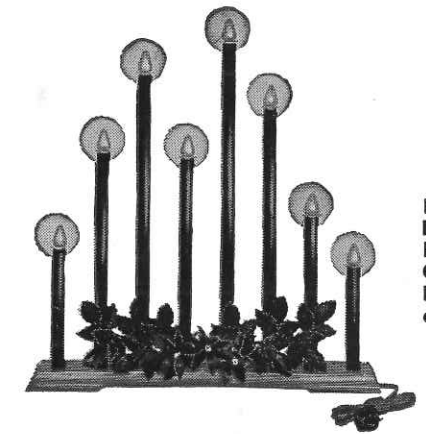
No. 158 — 8 Light Series Ivory Plastic Candelier. C6 lamps.



No. 350 — Giant Red Rope Twist Plastic Candelier. 27½" wide x 34¾" high. Twelve C7½ lamps.

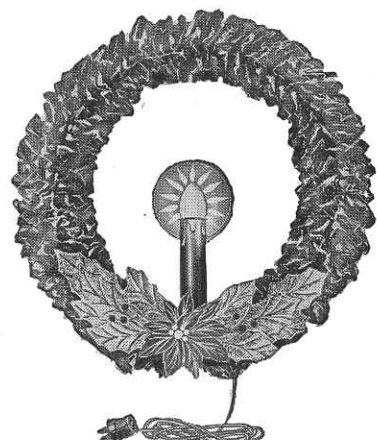


No. 188 — 8 Light De Luxe All Plastic Candelier with Halos. C7½ lamps.

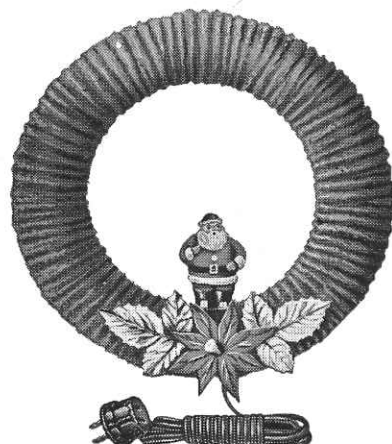


No. 187 — 8 Light Deluxe All Plastic Red Candelier with Halos. Holly and poinsettia decoration. C7½ lamps.

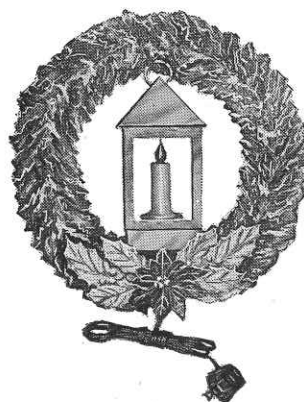
Illuminated Wreaths & Spray



No. 1115 — 12" Red Cellophane Wreath. C7½ lamp and halo.



No. 1116 — 12" Red Chenille Wreath with No. 61 Santa figure.



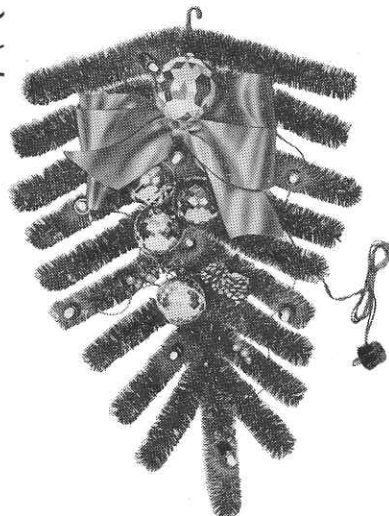
No. 1121 — 12" Red Cellophane Lantern Wreath with No. 553 Candle-Lite lamp.



No. 1509—20" 9 light series "Merry Xmas" Wreath. C6 lamps. Red Plastic Bells.

No. 1512—Same as above except with C7½ lamps.

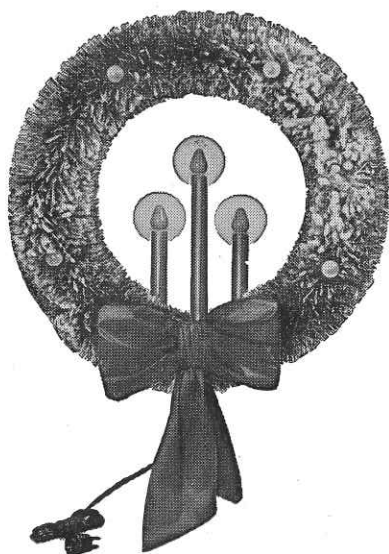
NEW



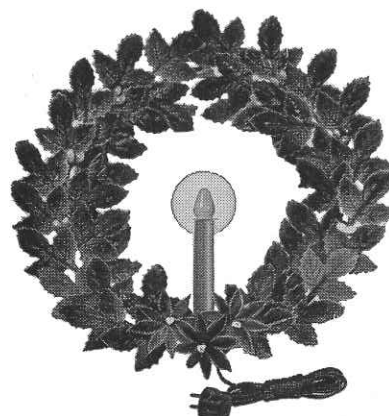
No. 1104 — 26" 9 light Yule Spray, 15V miniature base, tubular colored lamps, red bow and bright Christmas ornaments, pine cone and red berries. 4 ft. lead cord, add-on plug.



No. 1131 — 15" Green Cellophane Santa Wreath. Full color Santa face. Silver leaves, and poinsettia decoration. 4' lead cord with add-on plug.



No. 1101 — 19" Outdoor Princess Pine Wreath. Four glass balls, large Red plastic bow. Three Red candles with halos. C7½ lamps.



No. 1102 — 16" Green Holly Garland Wreath. Red candle with halo. C7½ lamp. Poinsettia decoration.



No. 1103 — 14" Green Sno-man Wreath. Red berries, silvered holly leaves with poinsettia decoration. C7½ lamp.

Illuminated Specialties



No. 101 — 18" Illuminated Full Color Plastic Twin Choir Singers. 15 watt lamp. INDOOR or OUTDOOR use.



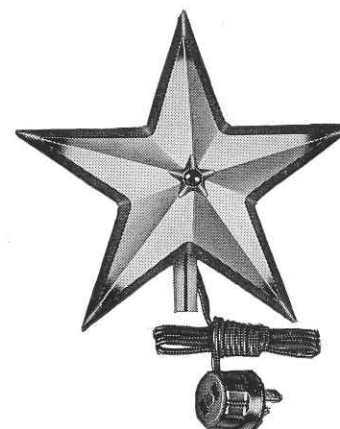
No. 33 — 2½" Foot Illuminated Full Color Plastic Santa figure. Candelabra base lamps. Indoor or outdoor use.



No. 94 — 26" Illuminated Full Color Plastic Santa (Walking Effect) with Toy Pack. 15 watt lamp. INDOOR or OUTDOOR use.

No. 98 — 40" Illuminated Full Color Plastic Santa (Walking Effect) with Toy Pack. 60 watt lamp. INDOOR or OUTDOOR use.

Tree-Top Decorations



No. 69 — All Metal Color Star. C7½ lamp.



No. 68 — 8" Illuminated Plastic Red and White Indoor-Outdoor Tree Top Star. One C9½ lamp.

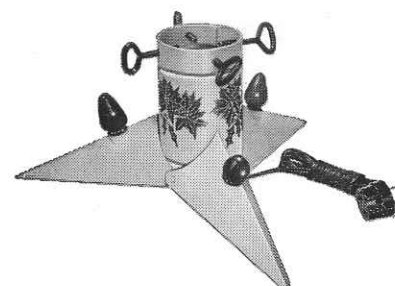


No. 126 Color Point Star. C7½ lamp.

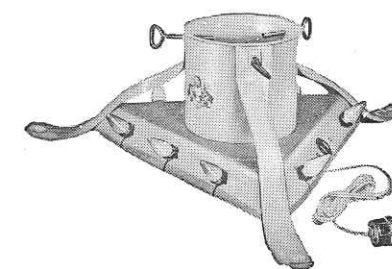


No. 701 — Angel-Lite with Star Wand. C7½ lamp. Add-on plug.

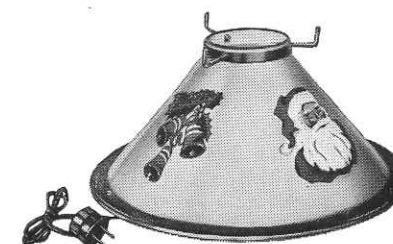
Christmas Tree Stands



No. 173 — Illuminated Folding Metal Christmas Tree Stand. C7½ lamps. Water well. 15" base spread.



No. 176 — Ivory 8 Light Series Jolly-lite Tree Base. Water well. C6 lamps.



No. 175 — Illuminated Full Color Plastic Christmas Tree Stand. Water well. One multiple type candelabra base lamp.

Illuminated Specialties



No. 303 — 24" x 30" Illuminated Full Color Plastic Nativity Scene. Faithful reproduction of Manger Scene. For INDOOR or OUTDOOR use. 4' lead cord with add-on connector.



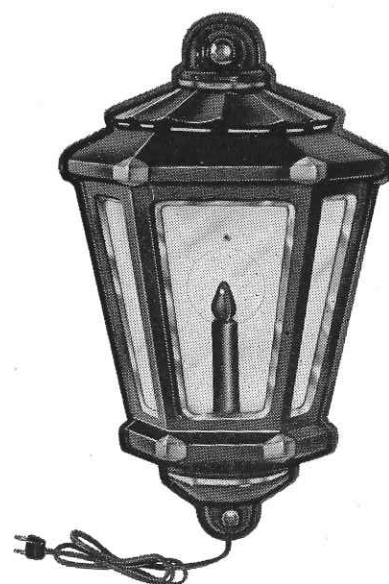
No. 555 — 26" Plastic INDOOR-OUTDOOR Traditionally Colored Candy Cane. Three C7 1/2 lamps.



No. 650 — 26" Illuminated "Action" Plastic Santa with moving arm, ringing bell. Full color. 25 watt lamp. Complete with motor and flashlight battery.



No. 66 — 31" Illuminated Plastic Angel. Full color. 25 watt bulb. For Indoor-Outdoor use.



No. 917 — Illuminated Early American Lantern. Red molded plastic with gold trim. Transparent panes give natural lighting effect to red candle with C7 1/2 lamp. Weatherproof for INDOOR or OUTDOOR use.



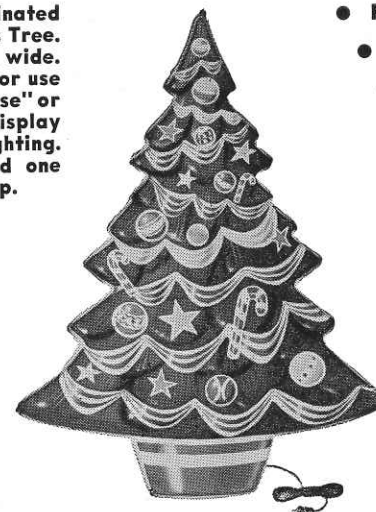
No. 551 — Indoor-Outdoor Full Color Illuminated Santa Face Plaque. Two C7 1/2 lamps.



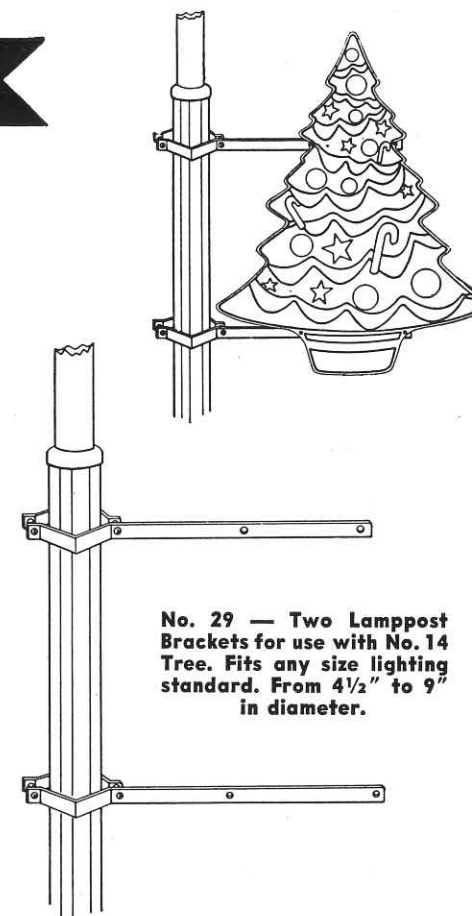
No. 60 — 13" Illuminated Plastic Santa Plaque. Full color. C7 1/2 lamp.

Outdoor Illuminated Specialties

No. 14 — Illuminated Plastic Christmas Tree. 48" high x 36" wide. Full color. Ideal for use on Lawn, "In-House" or back-to-back display for community lighting. One 60 watt and one 40 watt lamp.



- FOR LAWNS
- FOR HOMES
- FOR COMMUNITY LIGHTING
- FOR COMMERCIAL BUILDINGS



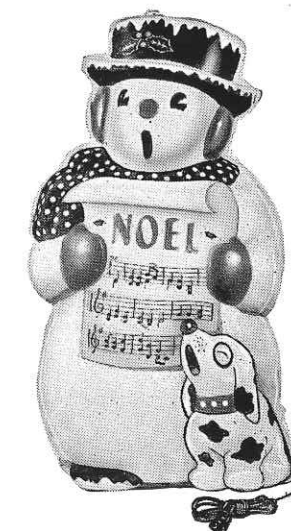
No. 29 — Two Lamppost Brackets for use with No. 14 Tree. Fits any size lighting standard. From 4 1/2" to 9" in diameter.



No. 167 — 48" Illuminated Full Color Plastic Santa with toy pack. Two 40 watt lamps. Colorful toy pack carries "Merry Christmas" message. Weatherproof. Add-on plug.



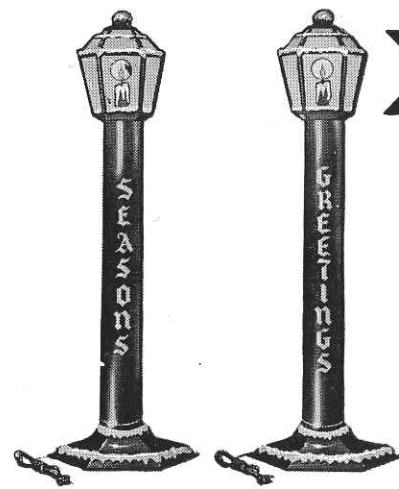
No. 168 — 48" Illuminated Full Color Plastic Sno-man with dog. Two 40 watt lamps. Holly wreath carries "Season's Greetings" message. Weatherproof. Add-on plug.



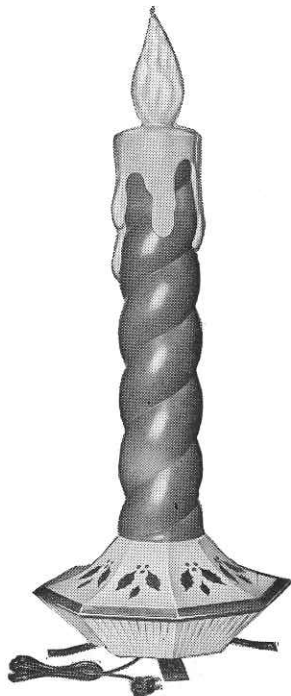
No. 91 — 30" full length, Illuminated, Vinylite Plastic Indoor-Outdoor Sno-man. Full Color. 25 watt lamp. Lead cord, outdoor type add-on plug.

No. 96 — 19" full length, Illuminated, Vinylite Plastic Indoor Sno-man. 15 watt lamp. Full Color. Lead cord, add-on plug.

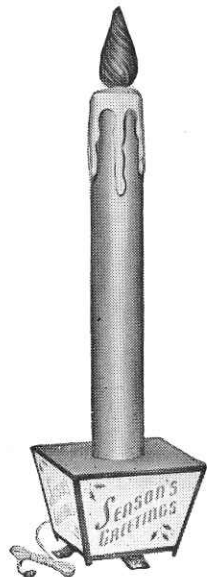
Lampposts, Candles & Carolers



No. 40 — 50" Illuminated Full Color Plastic "Seasons Greetings" Lampposts. C7½ lamps. Sno-capped lantern and base create Christmas charm. 4' lead cord with add-on plug.



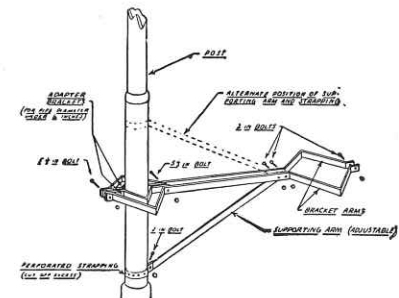
No. 32R — 41" Red Rope Twist outdoor plastic Candle. Completely illuminated. Flame tip and holly leaf decorated base. Lead cord with add-on connector.



No. 30R Red and 31W White — Illuminated Outdoor Candles, 53" high overall, with PAR 38 lamp.



No. 121 — 50" Illuminated Plastic Carolers with Lamppost. 40 watt bulb and two C7½ lamps. Completely weather-proof.



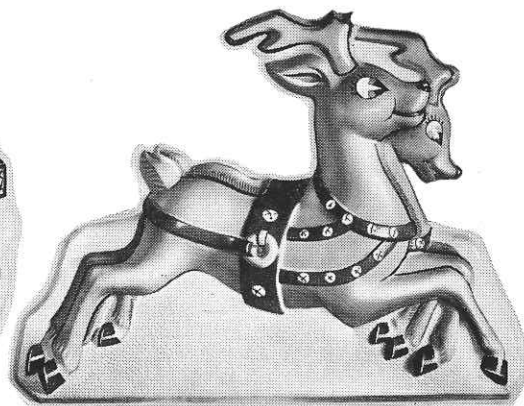
No. 19 — 45" Lighting Standard Bracket.

Noma Santa & Reindeer



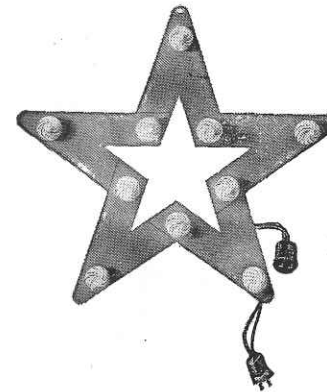
No. 6-12 — Traditional Jolly Santa in Sleigh drawn by prancing double reindeer in life-like colors. Each equipped with standard base lamp, lead cord and add-on plug. Reindeer size 32" long, 25" high. Santa Sleigh 33" long, 28" high. Fully equipped for mounting or hanging.

No. 12 — Plastic Reindeer. Same as above.

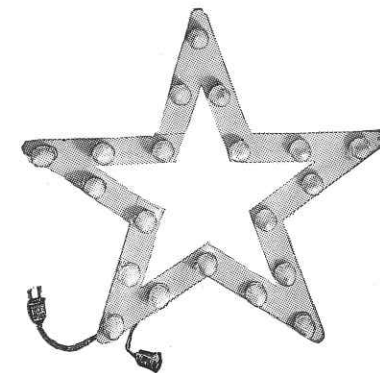


No. 120 — 32" Full Color Plastic Carolers. Illuminated with 40 watt and C7½ lamps. For INDOOR-OUTDOOR use.

Outdoor Stars



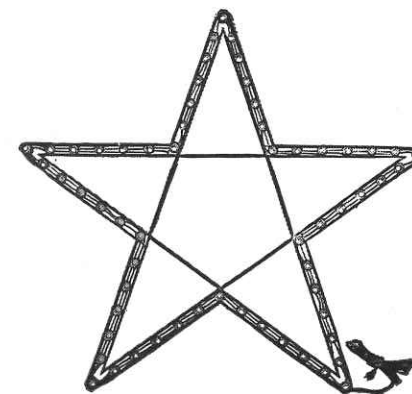
No. 36 — 16" 10 light Outdoor Metal Star. C9½ lamps.



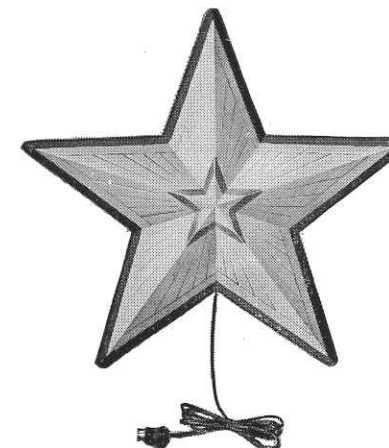
No. 25 — 21" 20 light Outdoor Metal Star. C9½ lamps.



No. 26 — 30" 40 light Outdoor Metal Star. C9½ lamps.



No. 27 — 50" 60 light Outdoor Metal Star. C9½ lamps.

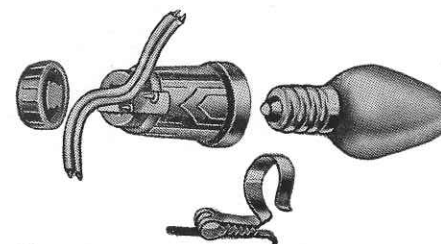


No. 37 — 5-Point Outdoor Vinylite Star. 15 watt lamp. 6 ft. lead cord. Add-on connector.



No. 38 — Indoor and Outdoor All Purpose Cast Aluminum Lamp Holder. For use with spot, flood and heat lamps.

Streamers, Pin-Type Sockets & Pigtails



No. 403 — Candelabra base Ad-A-Lite pin-type socket for indoor or outdoor use.



No. 2PT — Candelabra Pigtail 6" lead, No. 20 wire.



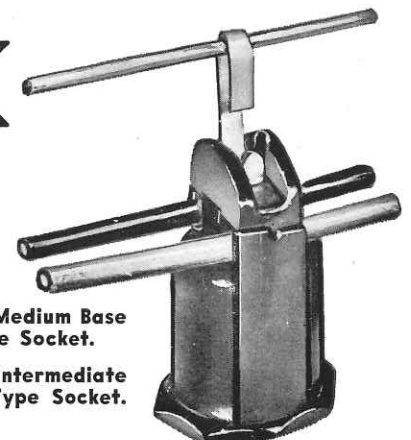
No. 1PT — Miniature Pigtail 6" lead, No. 20 wire.

No. 3PT — Intermediate Pigtail Sockets 6" lead, No. 18 wire.



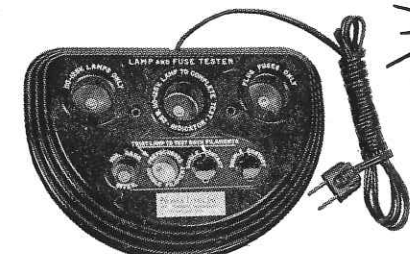
MEDIUM BASE STREAMERS
No. 12 STRANDED WIRE, SPRING CONTACTS
No. 229—12" Spacing, 100 ft. length, 100 sockets
No. 230—18" Spacing, 150 ft. length, 100 sockets
No. 330—24" Spacing, 200 ft. length, 100 sockets

INTERMEDIATE BASE STREAMERS
No. 16 STRANDED WIRE, SPRING CONTACTS
No. 209—12" Spacing, 100 ft. length, 100 sockets
No. 210—18" Spacing, 150 ft. length, 100 sockets
No. 310—24" Spacing, 200 ft. length, 100 sockets



No. 400—Medium Base Pin Type Socket.

No. 401—Intermediate Base Pin Type Socket.



No. 910 — Lamp and Fuse Tester. Tests medium, intermediate, candelabra and miniature base lamps.

IT'S NEW!...
IT'S DIFFERENT!...
IT'S TERRIFIC!...

NOMA's

1957 SELF-SERVICE MERCHANDISER

L-3

NEW... Extra Storage Space
NEW... Merchandising Features
NEW... Self-Service Features
NEW... More Rugged Construction

IT'S STILL
PRE-TESTED
PRE-PACKED
PRE-PRICED
PRE-SOLD

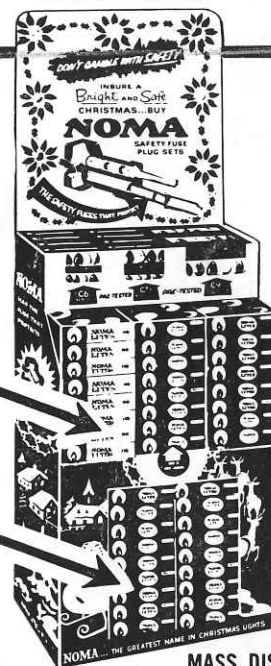


No. 757

NEEDS ONLY
2 SQUARE FEET
OF FLOOR SPACE



ARROWS
INDICATE
PRE-CUT BREAKAWAYS
FOR EXTRA STORAGE



MASS DISPLAY
FOR VOLUME STORES

NEW "PLUS-PROFIT" SAMPLER

No. 757 — NEW "PROFIT-BUILDER" MERCHANDISING UNIT. Ideal self-contained, self-service merchandiser makes colorful, effective, space-saving display. Powerful "Silent Salesman." PRE-PACKED, PRE-PRICED, PRE-TESTED, PRE-SOLD. Three extra storage spaces for larger-type volume stores.

NO. 757 CONTENTS

8 No. 3010 SF NOMA 7 Light Indoor Sets
3 No. 3005 SF NOMA 7 Light Outdoor Sets
3 No. 110 Series Type 8 Light Indoor Sets

100 No. C7½ Multiple Type Indoor Lamps
40 No. C9½ Multiple Type Outdoor Lamps
100 No. C6 Series Type Indoor Lamps

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